

# Entries open for Africa business reporting awards

Diageo, the drinks business with a collection of beverage alcohol brands, today opened entries for the annual Africa Business Reporting Awards for 2012. The awards, initiated by Diageo in 2004, recognises journalists and editors who provide high quality coverage of the business environment in Africa.



Diageo believes that better and more accurate reporting plays a critical role in framing Africa's economic prospects and challenges. It encourages greater interest in doing good business, which in turn creates the right environment for sustained prosperity on the continent.

Nick Blazquez, the president of Diageo Africa says of the awards, "Business interest in Africa has clearly accelerated as the world focuses on the continent's impressive growth prospects. As a company that operates right across Africa, we at Diageo understand the increasingly important role business journalism has in creating the right environment to operate successfully and to attract long-term investment.

As I look back over the development of these awards, I recognise a sizeable shift in the standards of business journalism and the increased efforts of the media both inside and outside of Africa to promote trade and enterprise on the continent. I take great pride that Diageo can celebrate these achievements and look forward to another year of outstanding contribution."

As the awards approaches its tenth anniversary, Diageo is continually thinking of ways to evolve the awards relevance, impact and reach. Diageo hopes to build on the success of previous years, welcoming entries from all media platforms and from all over Africa and beyond.

## Categories

This year, the New Media category has been removed as a separate category to reflect the ubiquity of multimedia use in modern news-telling. Submissions of pieces using new media are now encouraged across the board: all media, including blogs and other online material are eligible in every category.

Categories include:

1. Best Information and Communication Technology (ICT) feature  
A feature or series of related features delivered on any media platform (print, broadcast, online) that examines any aspect of the ICT sector in a thoughtful and engaging way.
2. Best Finance feature  
A feature or series of related features delivered on any media platform (print, broadcast, online) that examines any aspect of the finance/banking sector in a thoughtful and engaging way.
3. Best Infrastructure feature  
A feature or series of related features delivered on any media platform (print, broadcast, online) that examines any aspect of infrastructure (physical or otherwise) in a thoughtful and engaging way. Features addressing issues of energy and transport can enter this category.
4. Best Agribusiness/Environment feature  
A feature or series of related features delivered on any media platform (print, broadcast, online) that examines any aspect of agribusiness or environmental issues in a thoughtful and engaging way.
5. Best Tourism feature  
A feature or series of related features delivered on any media platform (print, broadcast, online) that examines any aspect of the tourism industry in a thoughtful and engaging way.
6. Best Business News story  
A news story or series of related stories delivered on any media platform (print, broadcast, online) that:
  - Addresses a breaking news story from the time period of the awards
  - Answers all basic questions in a clear and balanced fashion
  - Demonstrates journalistic flair - a style that is engaging, thought-provoking and accessible to its audience
7. Best Business feature  
A feature or series of related features delivered on any media platform (print, broadcast, online) that:
  - Examines business or the economy in an African context
  - Provides useful and relevant background material for readers
  - Provides the bigger picture and importance to Africa, as well as specific issues it might be addressing
  - Brings the business and economy to life through examples and use of language, while answering the serious questions
8. Best Newcomer  
A portfolio of three features (can be across different platforms) by a journalist who has been working as a reporter for less than five years. Proof of first date of accreditation will be required.
9. Media of the Year  
A print publication, broadcast programme/channel, website or blog that is a comprehensive resource for its audience providing sustained coverage of Africa's business and economic news, issues and analysis (sector-specific or otherwise).
10. Journalist of the Year  
A portfolio of three features (on any one or a mixture of media platforms) of no more than 5,000 words or 1 hour each. Submitted pieces can cover different topics, industries or people, or be part of a series of reportage.

Judges will be look for features that reflect journalistic integrity and ethics and a true commitment to reporting that does not sensationalise stories or individuals.

The awards ceremony will be held on 28 June 2012 in central London. The closing date for entry is Friday, 23 March, 2012.

For more information and to submit your entry online, go to [www.diageoafribusinessreportingawards.com](http://www.diageoafribusinessreportingawards.com).

For more, visit: <https://www.bizcommunity.com>